

EXHIBIT 3

巴國
PEPPERCORN
演義

BRAND IDENTITY & FACADE



LOGO NEW BRAND ICON

The traditional calligraphic wording are extracted and modified to be an essential element and icon of the Peppercorn brand. The element is then repeated in facade, business card, menu, and website in order to reinforce the brand image.



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盆地

SZECHUAN BASIN

The Sichuan Basin (Chinese: 四川盆地), or Szechwan Basin, is a lowland region in southwestern China. The Sichuan basin also constitutes a cultural sphere that is distinguished by its own unique customs, cuisine, and dialects. It is also called the "Red Basin." The humid subtropical climate and concentrated rainfall in summer time has made pepper an essential ingredient in local cuisine.

PEPPERCORN CULTIVATION 花椒

Sichuan pepper or Sichuan peppercorn, also known as Chinese coriander, is commonly used spice in Chinese, Tibetan, Nepali, and Indian cuisine. Sichuan pepper's unique aroma and flavour is not hot or pungent like black, white, or chili peppers. Instead, it has slight lemony overtones and creates a tingling numbness in the mouth (caused by its 3% of hydroxy alpha sanshool) that sets the stage for hot spices.

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料理

SZECHUAN CUISINE

Woks are used in a range of different szechuan cuisine cooking techniques, including stir frying, deep frying, poaching, boiling, braising, searing, stewing, making soup, smoking and roasting nuts.



Lili Ma <lili19871102@gmail.com>

Peppercorn branding first draft

2 messages

KeyConcept Design <keyconceptdesign@gmail.com>
To: lili19871102@gmail.com

Wed, Sep 16, 2015 at 6:01 PM

Hi Lily,

Attached is our first round draft for peppercorn branding.

Thank you
Echo

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KEYCONCEPT
1029 W. 35th St.
Chicago, IL 60609
(773)847-2888



PEPPERCORN Branding_1.pdf
4831K

Lili Ma <lili19871102@gmail.com>
To: luonant2@gmail.com

Wed, Sep 16, 2015 at 6:26 PM

[Quoted text hidden]



PEPPERCORN Branding_1.pdf
4831K

Keyconcept Design

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BILL TO
 Lily Judy Boiling INC.

INVOICE # 1030
 DATE 08/25/2015
 DUE DATE 09/24/2015
 TERMS Net 30

ACTIVITY	DATE	QTY	RATE	AMOUNT
Logo Design	08/25/2015	1	600.00	600.00
Customized Logo for Branding / Presentation				
Website Design	08/25/2015	1	800.00	800.00
Customized 5 Pages Commercial Websites				
Business Card	08/25/2015	1	200.00	200.00
Marketing/ promo prints	08/25/2015	1	900.00	900.00
Photography	08/25/2015	1	1,000.00	1,000.00
Professional Photography with editing				
Menu and to go menu	08/25/2015	1	500.00	500.00
Deposit	08/25/2015	1	0.00	0.00
30% of \$4,000				

BALANCE DUE

\$4,000.00